



Eureka Innowwide

Bringing innovative solutions to worldwide markets

Call 4 (2025) Webinar for applicants

23 September 2025
12:00 CEST

Agenda

- Eureka Innnowwide programme
- Eureka Innnowwide Call 4 (2025): Overview, application process
- Testimonial from beneficiaries
 - Insati, Spain to Singapore – Call 3 (2024): *Project in progress*
 - Greenroads, Malta to USA – Call 2 (2023): *Project finished*
- Tips
- Q&As

Practicalities

- This webinar will be recorded. After the webinar, slides and recording will be shared.
- Your microphone is automatically muted.
- No possibility to 'raise your hand'.
- Questions during the session? Use the 'Questions' button to submit your queries. These will be addressed during the Q&A session.
- We will also create an FAQs section on the Innowwide webpage.
- Questions after the session? If you have additional questions, you can send them to our helpdesk: innowwide@eurekanetwork.org

Eureka programmes



supports innovative SMEs conducting international R&D projects
(two calls for projects per year)



supports research and business ventures in new markets
(one call for projects per year)



drives companies towards private investment or strategic partnerships
(various corporate activities and international missions per year)



eases access to the EIC Accelerator
(20 tickets per year for Eurostars-3 alumni)



connects innovators with thematic industry-led communities
(various Cluster calls per year and possibly joint clusters calls for projects)



offers flexibility for international R&D projects
(various calls per year; Open call - Bi and Multilateral calls - Thematic calls)



offers flexibility for international R&D projects with non-Eureka countries
(various calls per year; Multilateral calls - Thematic calls)



Co-funded by
the European Union

EUROPEAN PARTNERSHIP

Other Eureka
programmes

About Innnowwide

KEY FIGURES



Innovative SMEs* conduct market feasibility projects in Africa, Asia, the Americas and Oceania.

Programme overview

€24 million

Innowwide budget
For a 6-year period (2022 – 2027)

400

Market feasibility projects to fund.
€60,000 per project.

100%

Implemented by Eureka.
Centralised evaluation and funding
mechanism where the Eureka Secretariat
implements and coordinates all steps.

Figures to date (funded projects)

190

Market feasibility projects funded
in three calls
(2022 – 2024)

27

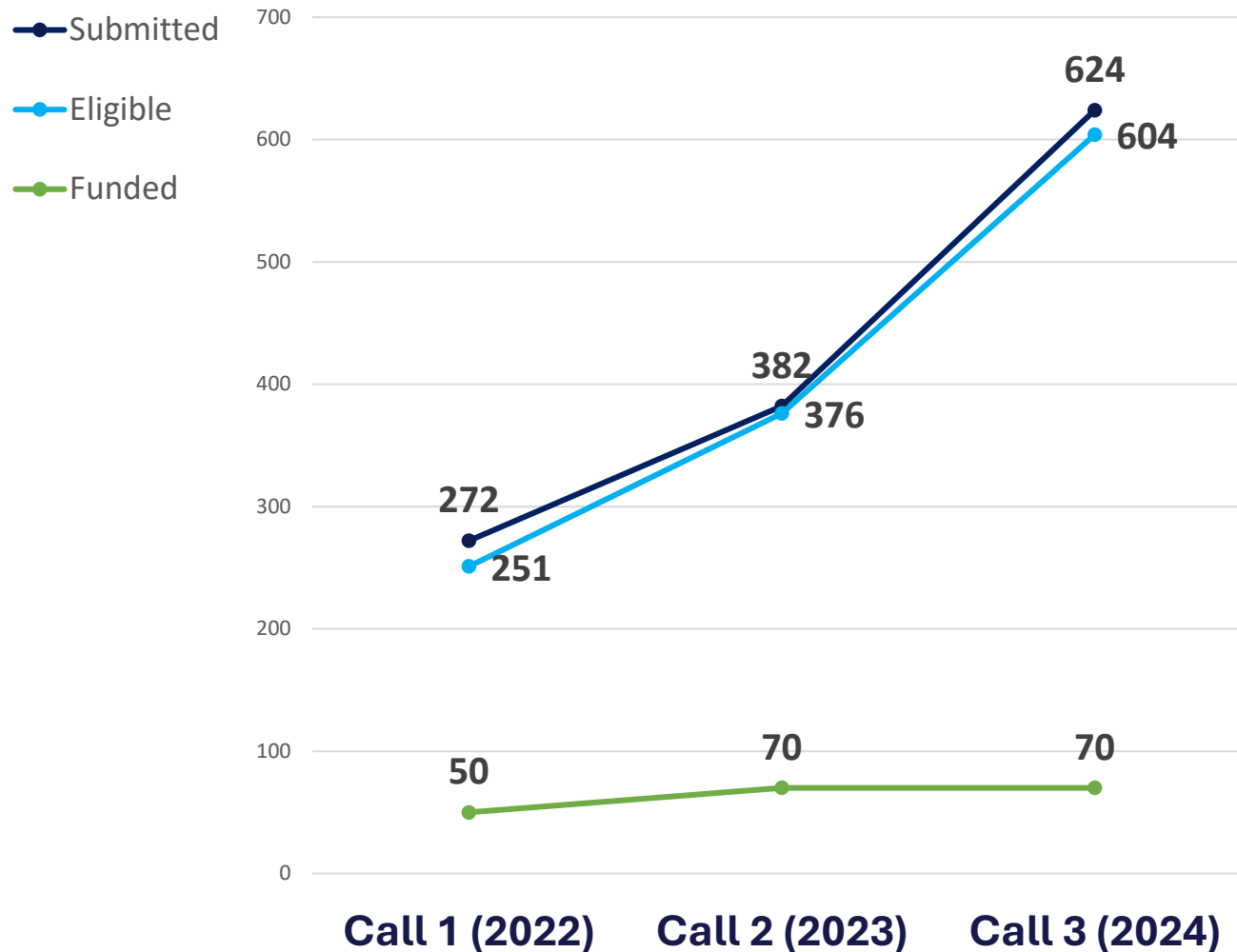
European member states and
Horizon Europe Associated countries.
Home to 190 beneficiary SMEs and startups
from Calls 1–3.

48

Target countries outside Europe.
Countries where the counterparts
(subcontractors) are based for the 190
projects funded from Calls 1-3.

*SMEs and startups from EU-27, Iceland, Israel, Norway, Switzerland (as of 2025), Türkiye and United Kingdom.

About Innowwide CALLS OVERVIEW



- Increasing submissions per call.
- Consistently high eligibility rates
 - 95,7% on average
- Fixed call budget to fund 70 projects per call (as of Call 2)
- Decreasing **success rate** (funded/eligible proposals)
 - From 19,9% in Call 1 to **11,6% in Call 3**
- **Three more calls to be implemented by 2027**
 - **Call 4 (2025) expects more than 700 applications.**

About Innnowwide

KEY OBJECTIVES

Support the implementation of market feasibility projects, by:

1. Helping **SMEs and startups test their innovative solutions (product, process or service) in new markets outside of Europe**
2. **Validating the product, process, or service-market fit** to assess its potential for successful commercialisation in a new target market
3. **Facilitating cross-continental partnerships**, building strong relationships with local partners (subcontractors) in the target country.

These efforts lay the basis for future business expansion and long-term market presence, supporting the **internationalisation of SMEs and startups**.

About Innowwide

BENEFITS



Market exploration

An opportunity to explore international markets outside of Europe



Risk reduction

Allows to conduct feasibility projects and mitigate risks



International collaboration

Fosters collaboration with local partners, facilitating market entry



Flexibility

- Two main approaches:
- Post R&D
 - Partner assessment



€60,000 Lump-sum

Low administrative burden

About Innowwide

MARKET FEASIBILITY PROJECTS



Cross-continental business partnerships or future R&D



Implemented by an innovative SME in **cooperation with a local subcontractor** in a **selected target country** (pilot market).



Six-month duration



Min. 86,000 euro project budget; 60,000 euro lump-sum grant



Technical, market and promotion **activities**

About Innnowwide MARKET FEASIBILITY PROJECTS

How ready is my innovative solution to enter a new international market?
What adaptations or requirements must be met to fit that market?



WHAT THEY ARE

- **preliminary technical, market, legal and/or socioeconomic assessments** to validate the feasibility of your international and innovative business solution within new and emerging global value chains.
- **Focus on feasibility**, not on product commercialisation
- **MAY ALSO BE** the **preliminary phase for a future international R&D project** with local counterparts in the target country that you intend to carry out in the short or medium term.

WHAT THEY ARE NOT

- Not R&D projects
- Not business plans
- Not Unilateral
- Not exclusively business trips, workshops, matchmaking events or promotional activities

Innowwide Call 4 (2025)

SCOPE, FUNDING and DEADLINE

Global call

- **No geographic focus:** The call is not restricted to targeting or working with specific countries or regions. This gives you the freedom to choose the target country most relevant to your innovation and internationalisation goals.

Open call

- **No thematic focus:** The call is not limited to specific sectors. Any technology or innovation area is eligible, as long as it aligns within the programme's general objectives.

€4.2M to fund 70 projects

- €60,000 per awarded grant

Call for projects

- Applications open from 25 September 2025 to 25 November 2025, 14:00 Brussels time.

Innowwide Call 4 (2025)

ELIGIBLE APPLICANT COUNTRIES AND ENTITIES

Eligible applicant (beneficiary) countries (33)

These are the home countries for innovative SMEs and startups that can apply for and receive funding.

- EU member states:  Austria,  Belgium,  Bulgaria,  Croatia,  Cyprus,  Czech Republic,  Denmark,  Estonia,  Finland,  France,  Germany,  Greece,  Hungary,  Ireland,  Italy,  Latvia,  Lithuania,  Luxembourg,  Malta,  Netherlands,  Poland,  Portugal,  Romania,  Slovakia,  Slovenia,  Spain,  Sweden
- Horizon Europe associated countries & members of the EU Partnership on Innovative SMEs:  Iceland,  Israel,  Norway,  Switzerland (as of Call 4),  Türkiye and  United Kingdom

Eligible entities

- SMEs or startups established in any of the eligible countries listed above

*SMEs that received funding in previous Innowwide calls are eligible to apply again provided they (1) target a different country than in their previously funded project, **and** (2) propose either a different innovative solution, or a significantly different application of the same solution used in their earlier funded project.*

Ineligible entities:

- Branches, departments/centres/offices set-up within or under a parent organisation and not provided with their own legal personality;
- Natural persons (entrepreneurs / self-employed)

Innowwide Call 4 (2025)

ELIGIBLE TARGET COUNTRIES AND MAIN SUBCONTRACTORS

Eligible target countries

These are the pilot markets where applicant SMEs and startups intend to develop and validate their innovative business solutions in cooperation with local counterparts.

- Countries in Africa, Americas, Asia and Oceania

Ineligible target countries:

- Those subject to EU restrictive measures;
- Countries where SMEs are eligible for funding (e.g., Israel and Türkiye)

Eligible main subcontractor entities

- Any type of legal organisation (SMEs, large industries, universities, research centres, self-employed professionals...), independent from the applicant organisation and legally established in the target country.
- With the relevant skills to complement the applicant organisation and implement eligible activities.

Innowwide Call 4 (2025)

ELIGIBILITY CRITERIA (I)

Application form and participants

“Workplan not submitted in the mandatory template or incomplete” was the most common reason for ineligibility in Call 3!

1. Complete application in English, including a workplan in mandatory template and all declarations;
2. The main applicant must qualify as SME according to EU definition. (Not sure? → [SME questionnaire](#)) and must be legally based in an EU member state, Iceland, Israel, Norway, Switzerland, Türkiye or United Kingdom;
3. There must be an independent subcontractor involved. This subcontractor must be based in the selected target country (in Africa, Americas, Asia or Oceania);
4. No bankruptcy or ‘undertaking in difficulty’ status for any of the involved organisations;

Some of these criteria are automatically validated by the system upon submission.

The automatic completeness check is only a support tool and does not confirm eligibility. Applicants must verify compliance with the eligibility criteria by other means.



Innowwide Call 4 (2025)

ELIGIBILITY CRITERIA (II)



Project proposal

- 5. Civil applications;
- 6. Six months project duration;
- 7. Minimum total eligible **project costs 86,000 euro**

Funding for each project is a maximum of €60,000. Since the Innowwide maximum funding support rate is 70%, **the total eligible project costs must be at least €86,000, with beneficiaries self-funding any project costs beyond €60,000.**

- 8. Subcontracting cost above zero euro;
- 9. Combination of eligible activities *(see next slide)*

Some of these criteria are automatically validated by the system upon submission.

The automatic completeness check is only a support tool and does not confirm eligibility. Applicants must verify compliance with the eligibility criteria by other means.

Innowwide Call 4 (2025)

ELIGIBLE ACTIVITIES

Each market feasibility project must include a variety of **technical** and **market activities**;

At least one activity from categories 1, 2 and 3:

1. **Co-creation and technology uptake preparatory work** (innovation and technology transfer services)
2. **Market research** (desk and field studies)
3. **Compliance verification**

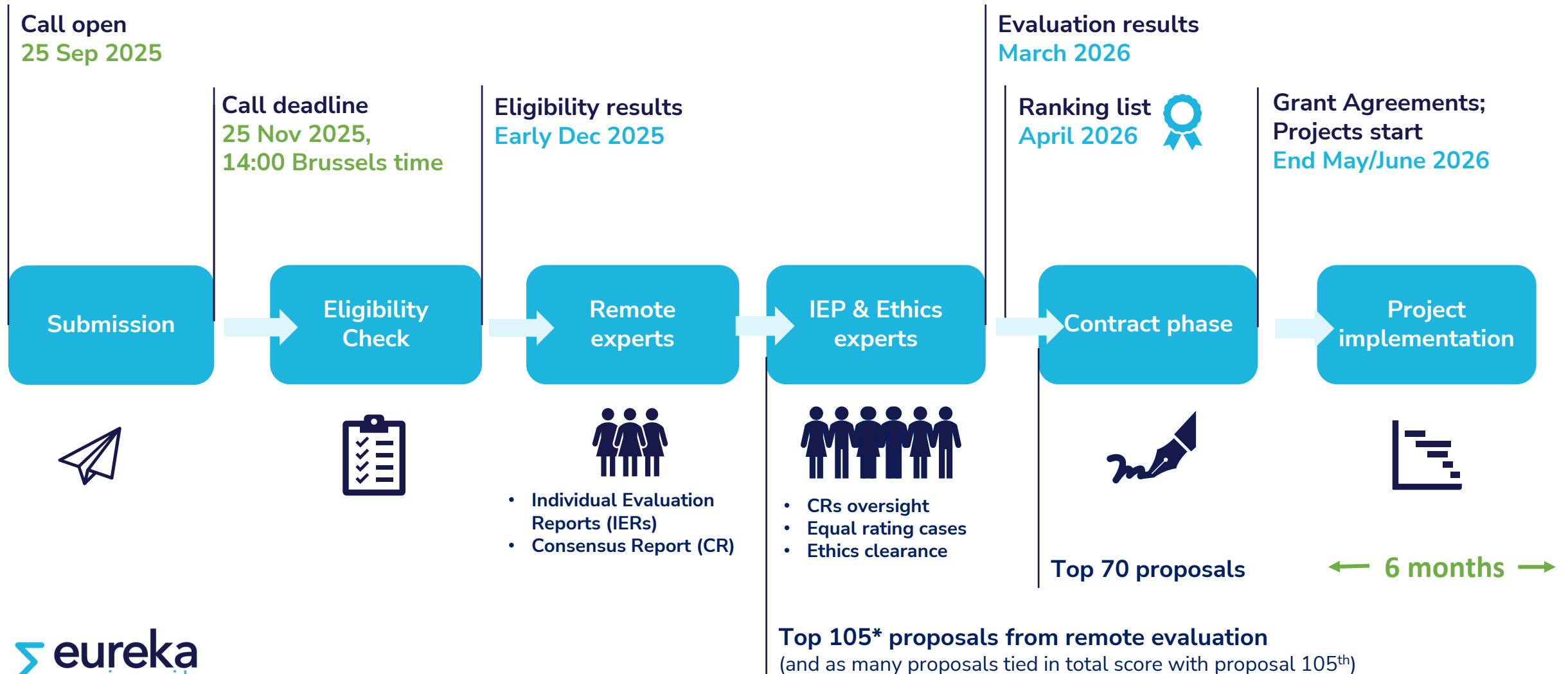
Optionally (limited and justifiable within your market feasibility project):

4. Business prospection trips
5. Promotional technical material (technology valorisation-oriented)

→ Consult the full list of eligible activities in **section 4.2 of the call guidelines.**

Innowwide Call 4 (2025)

CALL PROCESS AND ESTIMATED TIMELINE



Before you apply

GETTING READY

Start early!

- Review the call materials carefully

- Read all guidance documents, including **call guidelines, FAQs and any other relevant resources** available at **Library:** [Call documents, Application form template, FAQs, etc.](#)
- Make sure you meet **all eligibility criteria** before proceeding.
- **Understand the evaluation criteria** early on. This can help you identify potential weaknesses in your proposal and address them before submission.

Before you apply

GETTING READY

- Choose a target country in Africa, Americas, Asia or Oceania.

New
Call 4

- Your innovation must **not** be **beyond TRL 8** in the **target country**.
*“For this call, there is no minimum Technology Readiness Level (TRL) for the innovation you are planning to explore in your market feasibility project. However, **the TRL of that innovation must not exceed 8 in your target country**. Where further R&I activities are expected, TRL 7 is the indicative top limit”.*

TRL Levels:

TRL 1–3: Early research

TRL 4: Technology validated in lab

TRL 5–6: Validated and demonstrated in relevant/industrial environments

TRL 7: Prototype demonstrated in operational environment

TRL 8: System complete and qualified

TRL 9: System proven in operational environment (e.g. full manufacturing)

Before you apply

GETTING READY

Start early!

- Define why you want to conduct the project

- Ensure your objectives align with the programme's goal of assessing the **viability of your innovation in a new international market.**

- Justify your choice of the target country and main subcontractor

- Why is this market attractive for your innovation?
 - How will the feasibility project help assess its potential?
 - Why this subcontractor?

- Outline your project

- Identify the **human resources and skills** required to implement the project effectively.
 - **Design a plan (activities and timeline)** to assess the viability of your research or commercial ambitions in the new market.

Before you apply

GETTING READY

○ Find a suitable local partner

Choosing the right partner is essential to understanding and navigating the local market effectively!

Identify a **local counterpart** (your **main subcontractor** for the market feasibility project) to collaborate with. This partner must:

- Be **independent** from your organisation
- Be **based in your target country**.
- Have the **capability to support your project activities through legal, technical, market analysis or other relevant expertise**.

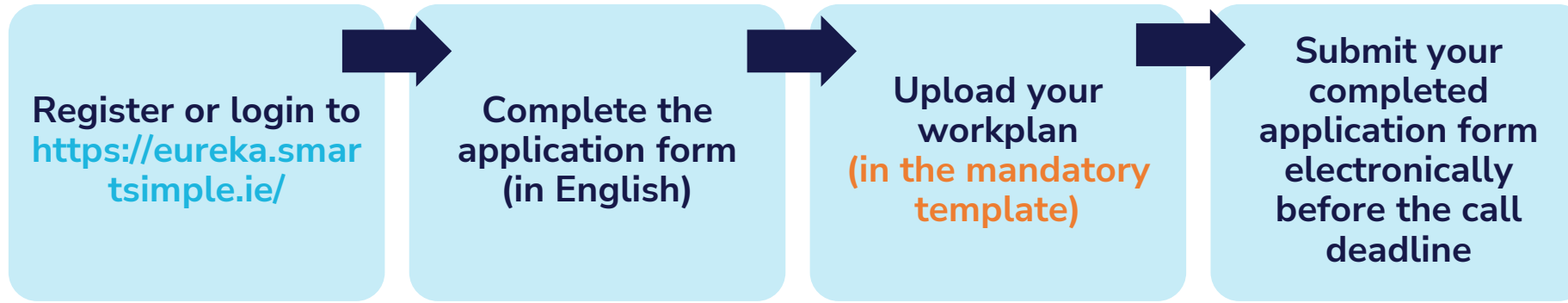
Your local partner can be, for example:

- A **research / technological collaborator**
- A **consultancy or legal service** provider
- A **broker or intermediary**
- An **end-user** of your innovation (e.g., an organisation that could directly use or benefit from your solution)
- **Other**, depending on your market and project focus

In addition, one of the purposes of the Innowwide programme is to foster **long-term partnership** between you and your main subcontractor in your market feasibility project. When selecting your subcontractor, consider their capabilities to carry out your eligible activities, but also their **potential to become a strategic partner for future collaboration**.

In short: **choose the best partner for your Innowwide project — and, if possible, one who could grow with you over time.**

How to apply?



After completing the **project description** section of your application, you can **invite your main subcontractor** to participate in your project.

Ensure that all information regarding your subcontractor is accurate.

How to apply?

PROJECT PLATFORM

More information:
Platform guidelines

All practical steps of your application process take place on our Eureka SmartSimple platform <https://eureka.smartsimple.ie/>

- Make sure your organisation and personal profile details are up to date. Use a professional email address only.
 - If your organisation already exists in the system (but was created by another user), do not create a duplicate. Instead, email innowwide@eurekanetwork.org to request that your profile be linked to the existing organisation.
- Start using the project platform from an early stage in the application process to familiarise yourself with it.
- You can save the draft application and return it as often as you wish before the call deadline. The following buttons are available:
 - **'Save Draft'**: saves the record but performs NO validation. Use this button regularly;
 - **'Save and Validate'**: saves the record and performs validation;
 - **'Submit'**: validates all fields in the record, ensuring that mandatory fields and formatting requirements are satisfied.

Note: submission does not confirm eligibility. Applicants must verify compliance with the eligibility criteria by other means.

How to apply?

APPLICATION FORM

Applicant organisation fields:

- **Briefly describe your company and its approach to innovation.**

Summarise your company's core activities and explain how it aligns with the definition of an innovative SME* provided in the Innnowwide call guidelines.

New
Call 4

We define an innovative SME as any SME with the ambition to collaborate on R&D and innovation with international partners to develop new products, processes and services for European and global markets. Innovative SMEs do not need to have a proven track record of R&D activities.

How to apply?

APPLICATION FORM

Applicant organisation fields:

- Legal registration number
- VAT number
- NACE code(s) (or equivalent)

*Your organisation
already has these.*

Ensure the information is correct
and that you can provide supporting
documents upon request.

- **PIC number:** 9-digit unique identifier
for legal entities participating in EU
funding programmes.

*Your organisation
may have it already*



[Find a registered organisation](#)
or
[register your organisation](#)



Note that having a PIC number is essential for completing your application.

Eureka does not have control over the functionality of the EU Funding and Tenders registration portal. Any inquiries regarding that portal should be directed to their IT Helpdesk.

Applicants are accountable for ensuring timely PIC requests.

How to apply?

APPLICATION FORM

- The application form is divided into nine sections (tabs in your online application):
 - Participant information
 - Project description
 - SME assessment (applicant organisation) & Commitment form (main subcontractor)
 - **The pitch**
 - Excellence
 - Impact
 - **Quality and efficiency of the implementation, including workplan in mandatory template**
 - Ethics self-assessment
 - Declaration of honour.

A Word version of the application form is available for download from the Innnowwide library. You can use it to work offline on your application. **Please note, however, that Innnowwide applicants must apply by completing and submitting the online application form via the [Eureka SmartSimple portal](#). Application forms received in any other ways will not be considered.**

How to apply?

APPLICATION FORM

Recommended order for completing your application

1. Project description (including summary). **This section needs to be completed before you invite your counterpart.**

Summarize your project, the feasibility study objectives, and anticipated outcomes in a clear, concise manner. **Value:** Include why the feasibility project is important and what key insights you hope to gain that could influence the project's success.

Note that the summary may be made publicly available.

2. Full application form

2.1. Detailed sections that form the foundation of your proposal.

Excellence **(some parts of this section are required for the Implementation section)** > Impact > Quality and Efficiency of the implementation

2.2. Other sections:

Ethics, DoH...

3. The Pitch (summary of the three main sections)

A concise, attention-grabbing introduction to make your application stand out.

You may choose to complete the application in a different order — for example, writing the summary after filling in the other sections. However, make sure to keep your counterpart informed about the project details **outside the platform** and ensure they have enough time after you fill in the project description and invite them to complete both required steps — **accepting the invitation** and **agreeing to the commitment in the platform** — before the call deadline.

How to apply?

APPLICATION FORM

- We only accept application forms written in **English**. The space in each text box is limited to a fixed number of words, and your answer must fit in the text box provided.
- **Important:** In the *Implementation* section of the application form, you **must upload a work plan using the mandatory template provided**. Applications that do not use this template, or submit an incomplete version of it, will be **deemed ineligible**.
- All applicants are required to complete the ethics self -assessment for their proposal, regardless of whether they consider that their proposed work raises ethics considerations or not.
- **You are the only one filling in this application form. However, your counterpart must agree to the terms set in the commitment and declaration of honour in the SmartSimple platform. Please note that accepting the invitation via email is not sufficient.**

Previous Innnowwide participants estimated it can take between 40 and 80 hours to complete a project application.

Evaluation and selection

THREE EVALUATION CRITERIA

Excellence (18/30)

- Projects objectives, ambitiousness, and degree of innovation
- Competitive advantage
- Alignment with SME's overall business strategy
- Co-creation or technology adaptation

Impact (24/40)

- Market size
- Impact on end user
- Market access and risk
- Societal, environmental, ethical and gender relevance, in particular, within the frame of Sustainable Development Goals (SDGs)

Quality and efficiency of implementation (18/30)

- Capacity and role of the applicant SME and the main subcontractor
- Availability of resources required
- Realistic and clearly defined project management and planning
- Reasonable cost structure

Individual thresholds for each criterion

Maximum score for an application is 100 points

Evaluation and selection

THREE EVALUATION CRITERIA

For a better chance of receiving funding,
your project must be:

- ❖ **Excellent**, by providing a solution that is innovative, ambitious and exceeds what is currently on the target market.
- ❖ **Impactful**, by creating a real value in the target market, a significant advantage for society and contributing to the UN Sustainable Development Goals.
- ❖ **Very well planned**, with a clear and realistic work plan, cost and time estimates, **and demonstrate that collaboration with your main subcontractor is the best way to achieve your project objectives.**

Remember, this is a competitive call. Even good proposals may not get funded, so aim to stand out!

Evaluation and selection

RESULTS

Unqualified, if any of the following apply:

Your project application:

- **did not meet the minimum thresholds** (18 points for excellence, 24 points for impact, 18 points for quality and efficiency of implementation) **for one or more of the evaluation criteria**.
- met the thresholds in all evaluation criteria but **did not achieve a high enough total score to be among the top 105** that progressed to the independent evaluation panel and ethics review phases.
- met the thresholds, progressed to the independent evaluation panel and ethics review, but **didn't pass them**.

Qualified, if all the following apply:

Your project application:

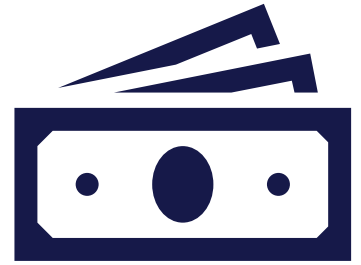
- ✓ **met the thresholds in all evaluation criteria** (18 points for excellence, 24 points for impact and 18 points for quality and efficiency of implementation),
- ✓ **achieved a high enough total score to be among the top 105** that progressed to the independent evaluation panel and ethics review phases
- ✓ and **passed** them.

Ranking list of qualified proposals:

- Selection list (70 top proposals – invited to the contract phase)
- Reserve list

Evaluation and selection

FUNDING



€60,000 lump sum in two instalments:

- A pre-financing* of 70% (€42,000) → Within one month since the Grant Agreement is signed.
- The remaining 30% (€18,000) or 'balance payment' → upon delivery and acceptance of a complete final report. Reporting includes technical and financial statements, and an end of project questionnaire for both the beneficiary and the main subcontractor.

**The 70% pre-financing remains the property of the Funding Authority (Eureka) until the balance payment is calculated.*

Innowwide is mono-beneficiary:

- Funding is for the SMEs in EU members states, Iceland, Israel, Norway, Switzerland, Türkiye or United Kingdom, which are allowed to subcontract to their local counterpart in the selected target country.

Testimonial – Innnowwide Call 3 beneficiary

inmeRsiVa

“Biomarkers in dementia and mental health
using XR and EdgeAI”

Organisation: **INSATI INNOVATION**

Home country: **Spain**

Target country: **Singapore**

Technology-based company **founded in 2013**

Integration of **multimodal data** (biomedical, environmental, behavioral, clinical, and epidemiological) combined with advanced **analytics** and **DSS – OneHealth**

Neurodegenerative diseases (Alzheimer and Parkinson) and **mental health** (depression, anxiety, and stress)

Quadruple helix: Collaboration with **universities, companies, government, and users** in R&D, clinical trials, and technology validation in **Living Labs**



Problem

The world's population is **aging rapidly**

Exponential increase in the incidence of **dementias** and **mental health disorders**

Most healthcare systems are not designed for the **early detection** of these conditions or for providing **personalized care**

Solution

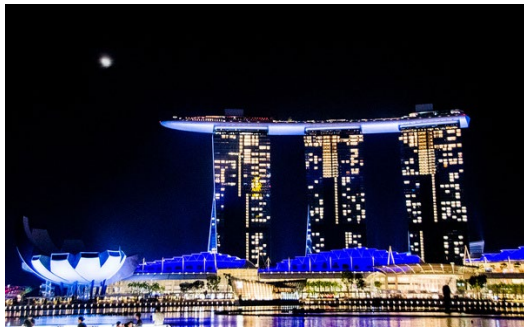
Personalized **physical and cognitive stimulation therapies** powered by eXtended reality (**XR**), artificial intelligence (**AI**) on **edge** devices, and **IoT**

Real-time multimodal data collection to identify new **digital biomarkers** associated with neurodegenerative diseases and mental health disorders

inmeRsiVa - Eureka Innnowwide project



Why Innnowwide, Singapore and subcontractors?



Ageing, emerging, innovating



Technological validation of inmeRsiVa through a proof of concept conducted in a **Living Lab**. Technical, commercial and regulatory feasibility for future expansion in the **ASEAN/APAC markets**



inmeRsiVa - Eureka Innnowwide project



WORK PACKAGES			Start week	End week	Duration
WP 1	Cocreation or technology uptake facilitation	Task responsible	Week number	Week number	n. of weeks
1.1	Technology scouting and novelty verification	Insati Innovation S.L.	1	5	5
1.2	Small scale proof of concept	Singapore University of Social Sciences (SUSS)	3	24	22
1.3	Technology partnership matchmaking	Insati Innovation S.L.	10	20	11
WP 2	Market prospection		Week number	Week number	n. of weeks
2.1	Business opportunities early survey detection	Insati Innovation S.L.	4	10	7
2.2	Competition analysis	Insati Innovation S.L.	8	14	7
2.3	PESTLE Analysis	Insati Innovation S.L.	12	20	9
WP 3	Compliance verification		Week number	Week number	n. of weeks
3.1	Social and cultural best practices identification and implementation planning	Singapore University of Social Sciences (SUSS)	1	26	26
3.2	Administrative & legal FTO / due diligence verification	LEX GLOBALMINDS	18	26	9

Application process and lessons learned

Negotiations with the local partner and the **application process** may take longer than expected

The complete **preparation of the proposal** took us over **1.5 months**.

Support from a **local consultancy** with expertise in the **healthcare sector** as a minor subcontractor to facilitate communication and the successful implementation of the project.

If the project has **ethical implications**, it is advisable to begin the process of obtaining authorisation from the ethics committees even before submitting the application.

We recommend **visiting the destination country** before applying and during the project implementation

Testimonial – Innnowwide Call 2 beneficiary

AITUS

**“Artificial Intelligence applied on Tollroads
in the United States”**

Organisation: Greenroads

Home country: **Malta**

Target country: **United States of America**



Greenroads

AI Traffic Video
Analytics

for livable , sustainable
and
smart cities

www.greenroads.ai

Company



Company: Greenroads

- 2018/2019 Setup through Climate KIC accelerator
- HORIZON Project MARVEL - Data Analytics for Smart Cities
- Product built for 3 years & recognised by the Innovation Radar
- Piloted and tested in Europe
- Ready to diversify and enter new markets



Johan Zammit
CTO



Claire Ciano
CEO



Prof. Adrian Muscat
Chief of R&D



Prof. André Xuereb
DPO & CSO



Ing. Louis Borg
Commercial Director



Dr Kenneth Scerri -
Transport Expert

Solution

Greenroads' mission is to help cities make data driven decisions about how to allocate resources and plan for smarter, safer & sustainable transportation

convert any camera to cost-effective smart city tech
through

Traffic Video
Analytics



Current implementations in **Italy, Malta & Gozo**

Project

Project - AITUS (Artificial Intelligence for Tollroads in the United States)

Objective

- Diversify our product to enter the toll road sector, a huge global market for planning and operations that is interested in applying this type of technology.

Selected Market

- The United States is the largest market in the world for toll road solutions and service providers, with most of its 50 states directly or indirectly managing toll roads through their own Department of Transportation (DoT).

Subcontractor

- Eclipse Management is a strategic consulting firm based in US since 2013 providing tolling consultancy services to DoTs and key toll road players.
- **Eclipse** and **Greenroads** met at the EIT Urban Mobility matchmaking event in Feb 2022. Significant joint efforts to crack the market together.

Project

WORK PACKAGES			Start week	End week	Duration
WP 1	Product Customization	Task responsible	Week number	Week number	n. of weeks
1.1	Qualitative Analysis	Eclipse	1	8	8
1.2	Small scale proof of concept	Greenroads	9	20	12
WP 2	Market Research		Week number	Week number	n. of weeks
2.1	Business opportunities early survey detection	Eclipse	1	6	6
2.2	Technology scouting and novelty verification	Greenroads	1	8	8
2.3	Market quantitative Analysis	Eclipse	7	12	6
2.4	Competition Analysis	Eclipse	13	18	6
2.5	PESTLE and market barriers analysis	Eclipse	19	24	6
WP 3	Commercial, Legal and Improvement Plan		Week number	Week number	n. of weeks
3.1	Product Commercial Research	Eclipse	9	16	8
3.2	Administrative and legal freedom to operate or due diligence verification	Eclipse	13	20	8
3.3	Social and cultural best practices identification and implementation planning	Greenroads	17	24	8

Application Process

Applications

- Innowide Call 2022 - MOTION - Failed (Score 82 out of 200)
- Innowide Call 2023 - AITUS - Awarded (Ranked 67th and 70 got selected)

Lessons Learned - Lack in MOTION / Included in AITUS

- Practical approach with a possible customer and proof of concept trial to understand if our solution would have demand.
- Detailed description of the state-of-the-art what the solution actually does and how it has been implemented in real market.
- Convincingly demonstrated the maturity of the innovation and the markets.
- Demonstrated our knowledge on the market.
- Summarized in a credible manner our readiness to expand beyond the Mediterranean countries.



Project Implementation

Outcomes

- Developed and validated a small-scale proof of concept in real-world
- Successfully adapted AI-driven computer vision to U.S. vehicle types
- Demonstrated the potential of leveraging existing camera infrastructure
- Built strong local collaborations, ensuring market acceptance and operational alignment

Findings

- Confirmed market readiness and demand in the U.S. toll road sector, the world's largest toll market
- Positioned Greenroads strategically for entry into the U.S. and future global transportation markets
- Enhanced system reliability through flexible, adaptive methodologies tested in live conditions

Project Implementation

Lessons Learned:

- **Adaptation Matters:** Tailoring algorithms to U.S. vehicles and bridging cultural/work-style differences were critical for success.
- **Stakeholder Engagement:** Early involvement of operators and strong local partnerships (e.g., Eclipse) ensured market fit and trust.
- **Flexible Project Management:** Resource reallocation, contingency planning, and iterative testing enabled us to overcome unexpected hurdles.
- **Proof of Concept Value:** Small-scale pilots in real-world conditions validated reliability and boosted operator confidence.
- **Future Strategy:** Local project liaisons, early cost quantification, and replicable approaches position us for smooth global expansion.

Reporting Process

Key points to highlight in the reporting process

- **Clear Structure & Alignment:** Follow Eureka's template and explicitly compare expected vs. achieved results.
- **Stakeholder Involvement:** Document roles and contributions of partners, subcontractors, and end-users. Highlight collaboration outcomes and feedback.
- **Market Adaptation:** Describe how the solution was tailored to local conditions (technical, cultural, legal). Include feasibility studies and proof-of-concept results.
- **Budget Transparency:** Justify any deviations or reallocations with strategic rationale.
- **Technical Validation:** Provide performance metrics and testing outcomes. Address limitations and propose improvements.
- **Compliance & Ethics:** Detail legal due diligence (e.g. GDPR, CCPA, AI ethics). Include risk mitigation and data protection strategies.
- **Scalability & Commercial Strategy:** Outline commercialization plans, pricing models, and market entry strategies. Include SWOT and PESTLE analyses if relevant.
- **Lessons Learned:** Share insights on project management, cross-cultural collaboration, and innovation challenges.

Greenroads

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2023
**GREEN TRANSPORT
INITIATIVE**
BRONZE



2023
**START-UP BUSINESS
OF THE YEAR**
GOLD

COMMON MISTAKES TO AVOID

Submitting the application at the last minute

Do not wait until the final days to submit your application and discover validation errors.

- To help identify potential errors, use the '**save & validate**' button regularly during the application process.
- Ensure your main subcontractor has completed their declaration of honour.
- **While our helpdesk is prompt in responding to queries, immediate assistance during the last days cannot be guaranteed.**

Not using the mandatory workplan template (!)

- Only workplans in the mandatory template are accepted. Applications with incomplete or non-compliant uploads will be discarded. **Double check that your workplan is complete and in the correct template.**

COMMON MISTAKES TO AVOID

Failing to engage your main subcontractor early and secure their commitment

Having a counterpart in your target country is an essential requirement to apply.

- Finding a counterpart may be time-consuming, consider this before starting your application.
- On our website you can find a (non-exhaustive) [list of organisations](#) that can help in finding a suitable partner (please note that the success of such a search is not guaranteed).
- **Note: If selected for funding, you must submit a contract with the same main subcontractor listed in your application. There are no opportunities to change your subcontractor during the contract phase.**
- Although you are the only one filling in and having access to the full application form, it is essential that all subcontracted organisations fully understand the details of their involvement in the project — including activities, budget, and responsibilities — **from the application stage**, before agreeing to participate.
- In some cases, universities and other organisations may need to navigate multiple departments to finalise a contract. Therefore, it is important to inform them **in advance** that if the project is selected for funding, the contract between your organisation (the applicant SME) and the subcontractor (e.g. university), which forms part of your Grant Agreement, **must be signed within a limited timeframe** of a few weeks.

COMMON MISTAKES TO AVOID

Deleting invitations previously accepted and sending new ones

- Once an invitation is accepted, the system generates a commitment form automatically for the counterpart.
- Sending multiple invitations creates duplicate forms, which block your application submission. If this happens, you'll need helpdesk support to fix it
- Avoid this delay by sending only one invitation or making sure you reject a previous invitation if it hasn't been accepted yet.

COMMON MISTAKES TO AVOID

One step missing in the main subcontractor's commitment process

Your main subcontractor must complete TWO-steps:

- **Step 1: Accept the invitation via email** (*This action only registers their interest*)
 - You can verify acceptance in the invitations tab (left-hand menu). The status must show as '**accepted**'.
- **Step 2: Register or login to SmartSimple and accept the terms set in the commitment and declaration of honour.** (*This action confirms their participation*)
 - Instructions are included in the invitation email they receive.
 - You can check whether your counterpart has agreed to the terms set in the commitment and the DoH in the **SME ASSESSMENT/COMMITMENT** tab. The activity status must be '**completed**'.

Note: Your subcontractor may be in a different time zone. Please take this into account to ensure the deadline is not missed.

TIPS FOR A STRONG PROPOSAL

- Read the guides for applicants and experts carefully.
- Make it easy for evaluators!
 - Evaluators read multiple applications, so use a clear language throughout the application, present a realistic and well-structured workplan and ensure your overall proposal is easy to follow.
- Think like an evaluator — would you fund this project based on clarity, relevance, and potential impact?
- Understand the evaluation criteria and tailor your application to align with them and address the thresholds.
- Demonstrate market demand and end-user need.
- Make your impact is measurable and realistic (impact has the highest scoring weight among all criteria!)
- Show strong team capability and international collaboration.
- Plan your budget with precision and purpose.
- Get a second pair of eyes to review your proposal before submission.

TIPS FOR A STRONG PROPOSAL

○ Realistic workplan and budget

- **Organize work packages (WPs) and activities sequentially:** Develop a clear and logical timeline for all tasks over the six-month (26-week) market feasibility project.
- **Plan achievable activities and deliverables:** Ensure the **number and scope** of activities fit within the given timeframe and financial resources.
 - Consider your specific constraints (team size, budget, project complexity, familiarity with the target market...) — Justify your decisions accordingly!
- **Use the work plan to substantiate the budget request:** Each cost category should be clearly justified, explaining how it supports the planned activities.
- **Note:** With a funding rate of 70%, **you will need to cover at least €26,000 of the total budget.** Make sure you have the financial capacity to meet this requirement.

Important: The workplan and budget will serve as the guiding framework throughout the project, ensuring realistic expectations and efficient use of resources during implementation.

The list of eligible activities that can be funded by Innowwide is provided in section 4.2. *Eligible activities* of the Innowwide call guidelines. To ensure consistency and facilitate evaluation, we recommend using the **same or similar wording in your workplan for any activities that will be budgeted**. If an activity does not closely match any in the list, you may still include it to help present a clearer project, but you should clearly indicate that it is complementary and not part of the budget request.

TIPS FOR A STRONG PROPOSAL

- Do not confuse gender dimension & gender balance (within the *Implementation* section).

Gender dimension: Considerations of the differing needs and challenges of women and men in the design, methodologies or results of your project.

...In WP1, as we design user engagement tools and assess market readiness, we will ensure that data are collected and analysed in a gender-disaggregated manner. This will help identify differences in user needs, behaviours, and access to solutions among men and women affected by neurodegenerative conditions.

Where qualitative feedback is gathered—through interviews, surveys, or small-scale pilot activities—we will actively include both male and female stakeholders to capture diverse perspectives...

Gender balance: Efforts made to promote gender balance within the teams working on your project.

... Our founder and CEO is a leading female figure in Neurology and drives the company's commitment to equality.

We have a Diversity, Equity and Inclusion (DEI) policy that promotes fair recruitment, inclusive workplace culture, and equal opportunities for advancement.

Gender balance is regularly monitored and considered in both internal staffing and external collaborations...

TIPS FOR A STRONG PROPOSAL

- Realistic contribution to UN SDGs
 - Select only those goals where your project can make a substantial and feasible impact.

Support and resources

- Helpdesk: innowwide@eurekanetwork.org
- Programme page: [Innowwide page](#)
- Call page: [Innowwide Call 4 \(2025\)](#)
- Library: [Call documents, Application form template, FAQs, etc.](#)



INNOVATION PROGRAMMES

4th Innowwide call for market feasibility projects – Autumn 2025

Helping SMEs go global

Co-funded by the European Union

EUROPEAN PARTNERSHIP

Innowwide is funded by the European Union

Innovative SMEs

Start Date: 25 September 2025, 12:00
End Date: 25 November 2025, 23:59

[Apply](#)

Application process

Your application

- Innowwide call 4 guidelines
- Innowwide call 4 evaluation guidelines

Templates and examples

- Innowwide example of a funded project proposal

Application system

- Innowwide SmartSimple tutorial

Q&As session will start in 5 minutes



**Thank you for
your attention!**